

PMK-BNC rolls out Voces multicultural offering

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The service, whose name translates to "voices" in Spanish, will emphasize outreach to Latinos.



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LOS ANGELES: PMK-BNC has launched Voces, a service to help brands speak to multicultural consumers with an emphasis on Latinos, one of the fastest-growing demographics in the U.S.

The agency will offer Voces, which is Spanish for "voices," nationwide via its offices in New York and Los Angeles as of this week. VP Willy Villarreal, former VP of consumer and western region multicultural lead at Edelman for seven years, will lead it.

Voces' core focuses are brand marketing and communications, content marketing, influencer marketing, Hispanic entertainment marketing, corporate communications, diversity and inclusion, research, and cultural insights, PMK-BNC said in a statement. A dozen staffers will work on the offering.

Latinos are projected to have buying power of \$1.7 trillion by 2019, but many brands have limited access to the demographic due to a cultural and language barrier, Villarreal said.

"At the end of the day, why wouldn't a marketer want to tap into that sweet spot and do it right?" Villarreal said. "It's really not just about language anymore. How do you speak to their culture? Certain brands are doing it correctly; certain brands are not."

Asked about recent technologies revealed at the F8 developer conference, Villarreal said he believes digital content will be key to reaching the multicultural market, which includes other racial minorities and the LGBT community. Mobile content will be especially important for targeting Latinos because it is their number one platform for news and content, he added.

"As you start getting into the worlds of augmented reality and how it's going to matter for brick-and-mortar stores and how they're going to engage, Latinos are very tangible," Villarreal said

"Taking it from a mobile experience and then taking them to a real-life experience in store or activation is going to be super key. I see mobile and digital content being extremely important."